



Mitchell Young

Publisher New Haven Business Journal

As publisher and co-founder of Second Wind Media Ltd., a small media company that publishes the business newspaper, *Business New Haven* as well as the business directory, *Book of Lists Connecticut*, a comprehensive business directory. He is also responsible for creating several websites including www.Contact.com, www.ctdataengine.com, www.calendar.com and www.ctclix.com.

From its inception and throughout its ten year life span, Young has provided leadership to *Business New Haven*, which has featured hundreds of articles highlighting the efforts of small businesses. He has written various articles on countless small business issues ranging from financing to health insurance to employee training and marketing issues. In addition to his role as co-founder and publisher of the newspaper, Young has personally designed the content, technology and information

architecture of the websites published by the company. Second Wind Media's four websites provide the most extensive free online resources available to Connecticut's small businesses.

As publisher of *Business New Haven*, Young has been involved in a variety of community issues and events and has championed education matters among its portfolio of community concerns. Young has directed *Business New Haven's* support of the publicly funded and privately operated Mustard Seed Charter School and Mustard Seed Economic Development Organization in Hamden, Connecticut.

Young has developed and implemented an awards program that recognizes the efforts of a great number of small business people. Among the annual awards given each year is Small Businessperson of the Year, Minority Business Person of the Year, Innovator, Corporate Citizen and Founders.

Young supports creativity with his 'Golden Egg' Award to foster the growth potential of creative enterprise by demonstrating the concrete achievement of small business and their importance in the new creative economy of Connecticut.

In addition to his administrative duties, Young has written numerous articles and editorials for *Business New Haven*. His articles have included stylized opinion columns, business news stories, complex feature articles and profiles of small businesses among others.

Young is an outstanding person who is committed to small businesses and to addressing the unique issues that small business owners have in starting and growing their businesses. Young was also recently inducted into the Gateway Community College Hall of Fame for his overall service to the community and his support of the mission of the college.

2004 Small Business Journalist of the Year